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WORK EXPERIENCE:

- **General Manager – Louvre Hotels & Resorts**

Golden Tulip Suites, Gurgaon- India

January 2022 – Till date (Manage 160 rooms & suites city hotel with 30,000 sqft of meetings & events space)

- *Re-positioned the hotel in corporate segment – extended stays, weekend getaway*
- *Introduced new set of accounts through geo- mapping, moving to Gurgaon CBD (Golf Course / MG Road)*
- *Re-worked on pricing of each segment – corporate, OTAs, TA(s), weddings*
- *Achieved highest revenues since hotel opening – 30 % growth in GOP*
- *Achieved 11 % increase in occupancy & INR 900 IN ARR*
- *Positioned the hotel in wedding fraternity, portals to double the number of weddings since last 03 years*
- *“ Menu Engineering “ used to push for better yields, higher APC by 20 %*
- *Introduced ODCs in en-catchment area for incremental revenues*
- *Worked on delivering consistent guest services, experiences and engagement*
- *Hotel moved from Rank 40 to Top 10 Rank among 958 hotels in Gurgaon in 04 months, also awarded Travelers Choice Award 2022*
- *Tailor made experiences & offers for FIT(s) & OTAs guests to improve feedback & rankings*
- *Worked on employee engagement & boosting morale through various in-house / outdoor activities*

- **General Manager – Louvre Hotels & Resorts**

Royal Tulip Luxury Hotel, Kufri, Shimla - India

April – December 2021 (Drive 58 rooms and suites luxury resort with 18,000 sqft of meetings & events space for operations excellence, curated guest experiences & commercial success)

- Re-positioned the resort by uplifting of product, creating differentiators & working on guest experiences
- Achieved month on month financial targets – 15 % growth in GOP
- Pricing structure re-worked to push higher sales & yields
- Overall increase in occupancy by 12 % & ARR by INR 2000 over last 3 years
- Push in APC by offering “ experiences”, redesigned menu’s - overall increase by 30 %
- Segments such as OTAs had an increase in ARR by almost 50 %
- MICE & Weddings RPD(s) saw rapid increase in numbers
- Social Media strategy design re-worked to achieve No. 1 position on TripAdvisor, received Travelers Choice Award 2021
- Focus on areas of improvement to get positive feedbacks & reviews to push rankings on OTA(s)
- Worked on various employee engagement initiatives to reduce attrition rate
- Nourish to Flourish – reworked cafeteria menu’s, helped in employee satisfaction
- Contribute in CSR activities for local villages to gain local support & positivity
- Manage Owner relationship

- **National Sales Head – Jaypee Hotels & Resorts**

November 2018 – March 2021

Based at corporate office, New Delhi, responsible to drive revenue across market segments for the portfolio of 05 hotels & resorts with inventory of 900 rooms

- Jaypee Vasant Continental, Jaypee Siddharth – New Delhi
- Jaypee Greens Golf & Spa Resort – Greater Noida
- Jaypee Palace Hotel & Convention – Agra
- Jaypee Residency Manor - Mussorie

- **Consulting (Hotels , Entertainment, Gaming, Wedding & Décor Assignments)**

July 2017 – November 2018

- **Director of Sales and Marketing (The Grand New Delhi)**

July 2016 – June 2017

(Responsible to drive hotel revenue for 390 rooms, 09 F & B Outlets, 65,000 sqft of meetings & events space, spa & 40,000 sq.ft. of premium commercial space)

Responsibilities

- Direct the efforts of a proactive direct sales team to achieve hotel revenue targets
- Responsible for the desired hotel positioning in the identified comp set
- Manage & supervise functions – Rooms & Convention Sales, Retail, Reservations & Revenue, Marcom
- Develop Business Plan encompassing Sales & Marketing budgets
- Use forecasting tool to strategize & develop mid to long term plans
- Drive business from market segments – Corporate, Travel Trade, MICE, Embassy & Online
- Participate in strategizing to maximize revenue for F & B and Spa with GM
- supervise efficient management of online programs – Hotel Transient & Conventions
- Engage & contract with key channel partners to achieve desired Online & GDS revenues
- Liase with global property consultants such as JLL, CBRE to lease out commercial plaza

- **Director Of Sales and Marketing (Royal Tulip Sea Pearl Beach Resort – Cox's Bazar Bangladesh)**

April 2015 – June 2016

(Pre–Opening to Opening assignment of largest beach resort of Louvre hotels in South Asia)

Job Profile: Five star brand of Louvre hotels portfolio, pre–opening, planning & execution to launch & position the resort- 493rooms & suites, 09 food & beverage outlets, 20,000 sqft of meetings & events space with myriad of recreation & adventure sports.(Based at **Dhaka Sales office**)

Responsibilities

- Pre–Opening to Opening portfolio to plan & execute offline & online S & M activities
- Drive business from key corporate accounts, travel trade, diplomatic missions
- Manage largest market segment–MICE(domestic& international)
- Drive all marketing activities , media buying plans, develop promotional material
- Launch of brand website& manage social media, SEO & SMO activities
- Engage & contract with key OTA's & manage Lanyon for corporate contracting
- Setup Hotel Contact Centre& Operations with revenue management
- Develop Business Plan encompassing Sales & Marketing budgets
- Develop key packages& drive key alliances–Airlines, Banks, Luxury Products, Clubs
- Manage& supervise Time share Sales- affiliated to Interval International

Director Of Sales and Marketing (The Lodhi, New Delhi)

03rd October 2012 – 01st April 2014

(Formerly The Aman New Delhi, the resort has been re-branded as “The Lodhi” w.e.f 01st Feb ‘ 13 , gateway luxury resort & a preferred partner for “Aman Resorts” guests travelling through New Delhi to Aman properties in Rajasthan / Bhutan.)

Job Profile: Responsible for driving Sales & Marketing for luxurious 40 rooms & suites with 28 Apartments at the resort, located in heart of New Delhi.

Responsibilities:

- Represent resort across key DMC’s, Global Corporate Accounts & Diplomatic missions.
- Liase with key FTO’s (foreign travel agents) across the key markets globally.
- Engage with travel trade to drive niche MICE business.
- Manage sales for apartments & coordinate day to day operations.
- Drive key global alliances – Virtuoso, Mr/ Mrs Smith, Amex FHR / Centurion etc.
- Develop strategic hotel positioning in targeted competitive set & market segments.
- Develop Business Plan encompassing Sales & Marketing budgets.
- Liason with Marketing & PR Agency for key messages & communication.
- Work closely with our global reps ,“ Kurtz – Ahlers & Assoc,LLC (US) & Mahout (UK)

Director Of Sales and Marketing (Radisson Blu Ghaziabad - Carlson Rezidor Hotel Group)

November 2010 – September 2012

Job Profile: “ Pre – opening portfolio to Hotel Launch “ of 147 key five star hotel in National Capital Region Of Delhi. Develop Marketing, PR & Sales strategies for rooms, banquets, food and beverage in conjunction with Radisson Blu brand standards.

Responsibilities:

- Strategic hotel positioning in targeted competitive set & market segments.
- Prepare the annual “Business Plan” for the hotel.
- Prepare the operating budget for Sales and Marketing.
- Target achievement of revenue goals by directing the sales and marketing strategies
- Drive MICE business for a meetings & events capacity of 16,000 sq feet.
- Develop content for hotel website as per prescribed guidelines.
- Supervised hotel photography – Architectural, F & B & others used in promotional material.
- Develop yield management strategies designed to maximise revenue and yield.
- Drive RFP process for the unit through Lanyon – MIS, Sourcing, timely submission & loading.
- Plan and implement Advertisements and PR campaigns.
- Ensure thorough understanding of Loyalty programmes and push enrolments.
- Represent the Hotel at relevant industry trade shows and events.

Associate Director – Business Development (Apeejay Surrendra Park Hotels Ltd ; Gurgaon- NCR)
March 2009 – October 2010

Job Profile: Responsible for the functioning of National Accounts & RSO team for the chain of 07 Luxury Boutique 5 Star hotels .(Member Of Design Hotels)

Responsibilities:

- Responsible for setting up National Accounts team for The Park,Hotels, chainwide to boost volumes from the identified portfolio for the team.
- Drive the exercise of budgeting and forecasting revenue for National accounts for all hotels ,pan India with respective unit heads.
- Responsible for RFP process for the chain – MIS, Sourcing, Timely Submission & loading through E Marketing team.
- Manage RSO Team to source Outbound Business for Park Hotels in India from Gurgaon & based accounts.(National & Commercial)

Sales Manager – National Accounts (Indian Hotels Company Limited – based at Taj Palace,New Delhi)
July 2006 – March 2009

Job Profile: Responsible for the functioning of Global Accounts, Delhi & acting as a single point interface to across key accounts portfolio for across the IHCL (Taj Hotel Group).

Responsibilities:

- Handle a key accounts portfolio and maximize revenue generation from these accounts, chainwide.
- Contribute towards maximizing revenue of the hotels by driving contribution from Global Accounts Portfolio.
- Focus on driving volume business through MICE/ Longstay / Project driven travel to entire Taj chain, across SBU's.
- Responsible for budgeting and forecasting revenue of rooms for all hotels pan India for the team.
- Identify key customer needs through formal research & surveys CIS(s) for top National Accounts.
- Focus on developing niche segments , i.e Japanese Segment to maximise the revenue share.

Assistant Manager – (The Imperial ,New Delhi – Member Of Preferred Hotel Group)
February 2005 – June 2006

- Identifying, developing and maintaining sales and marketing objectives, plans, and programs of the 232 room 5 Star property.
- Manage a portfolio of key corporate across Delhi & Gurgaon
- Identifying and analyzing competition, both local and regional.

Assistant Manager – (The Grand ,New Delhi)

March 2004 – February 2005

- Establish and influence maximum share of Corporate Business, primarily from Gurgaon.
- Assist the Director Sales with the Annual Marketing Plan.
- Maintaining all sales systems, such as sales reports, conference calendar & mailing lists.
- Identifying and analyzing competition, both local and regional.
- Work closely with the Loyalty Program Manager to help increase repeat guests.

Sales Executive – (The Trident, Agra – East India Hotel Company)

May 2003 – March 2004

- Contribute towards maximizing revenues of the hotel by driving contribution from major segments, such as Corporates and Travel Agent based out locally.
- Identify and maximize revenue generation from Exporter Segment dealing in Leather & Marble based locally.
- Visit Delhi regularly for sales blitz with Sales Team to tie up business with Corporates & Travel Agents.
- Develop systems and procedures that achieve higher cost efficiency and guest satisfaction.

Sales Executive – (Air Sahara, New Delhi)

March 2002 – April 2003

- Represent leading airline group across a portfolio of large corporate segment
- Establish and influence maximum share of Corporate Business across NCR
- Assist the Sales Manager with the Annual Marketing Plan
- To assist and co-ordinate various Marketing Programs & Initiatives

Training : Mercuri Goldman Training Programme for Sales Effectiveness.

Academic Qualification:

- Post Graduate Diploma in Marketing & Sales Management from YMCA, Delhi. (2001)
- Bachelor of Arts from Bhagat Singh College, Delhi University. (2000)
- Certificate in Travel & Tourism Management from Bhartiya Vidya Bhawan. (1999)
- 10 +2 from Delhi Public School Noida. (1997)

Personal Details:

- Date of Birth : January 11, 1980.
- Language known : Hindi and English.
- Passport : Valid Indian passport

References: Available on request.

(Amit Razdan)